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# **The Original Sushi Competition 2003**

An International Exchange of Food & Culture

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February 2003

## **The Original Sushi Competition 2003 Invitation For Press Coverage Of The Competition's Mini Events**

The Original Sushi Competition began in 2002 as a good will event to encourage cultural exchange through the medium of Japanese cuisine. In 2003, the competition will invite two prominent decorative-sushi chefs to demonstrate their skills in the UK. Prior to the grand finale the competition detours through four mini events that give young people a chance to appreciate authentic sushi and Japanese culture at the hands of these master chefs.

The chefs are members of the largest sushi corporate body, the All Japan Sushi Association. Their talents will be showcased at Moshi Moshi Sushi in Brighton, Le Cordon Bleu London Arts culinary institute - a prime opportunity for amateurs and professionals to witness (and taste) the art of decorative sushi. Primary schools are also included in this pre-finale tour, and children will be encouraged to participate.

We are happy to invite you to these events and hope you can attend - see the following press release for details. Please do not hesitate to contact me for further information.



**Mr. Makoto Kakebayashi**  
**Head of Committee, The Original Sushi Competition Committee**  
**Director General, Japan External Trading Organisation (JETRO) London**

# The Original Sushi Competition 2003

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**PRESS RELEASE**  
**February 2003**

## **British Professionals and Schoolchildren Get a Taste For Sushi** **The Original Sushi Competition 2003 Mini Events**

Following its success in 2002, the Original Sushi Competition is now bigger and bolder. Four mini events in March will see professionals and schoolchildren in London and Brighton experience the art of sushi demonstrated by two of Japan's top sushi chefs. 'It's an opportunity for younger generations to develop a taste for Japanese culture,' say the organisers. The final event will be held in April, when 20 finalists (children and adults) will have their recipes professionally made and judged.



### **Mini Events**

|   |   |                       |
|---|---|-----------------------|
| <b>Saturday March 1st 2003</b><br>139 Gunnersbury Lane, London W3 8LG. Tel: 020 8992 5823<br><b>Attendees:</b> Students, parents and visitors to the concurrent International Food Festival organised by the school     | <b>at International School of London</b>  | <b>6.00 - 8.00 pm</b> |
| <b>Monday March 3rd 2003</b><br>114 Marylebone Lane, London W1U 2HH Tel: 020 7935 3503<br><b>Attendees:</b> Cookery students and professional chefs (about 40 people)   | <b>at Le Cordon Bleu London Institute</b> | <b>4.00 - 6.00 pm</b> |
| <b>Wednesday March 5th 2003</b><br>Bartholomew Square, Brighton, East Sussex BN1 1JS Tel: 01273 719 915<br><b>Attendees:</b> Local primary school students, their parents and cookery school students (about 40 people) | <b>at Moshi Moshi Sushi Brighton</b>      | <b>4.00 - 6.00 pm</b> |
| <b>Friday March 7th 2003</b><br>17 The Down, Wimbledon, London SW20 8HF Tel: 020 8879 9200<br><b>Attendees:</b> students aged 10-12 and their parents (about 70 people)   | <b>at Hall School Wimbledon</b>           | <b>2.00 - 4.00 pm</b> |

### **The Chefs**

The two chefs are representatives of the All Japan Sushi Association (AJSA), the biggest sushi-related society with 20,000 members. Authorised by the Ministry of Health and Welfare in Japan, the society's activities include organising the prestigious 4-yearly Sushi Skill Contest.



Some of the intricate decorative sushi

#### **Masayoshi Kazato, Sakae Sushi, Chiba Prefecture**

Since 1997 has been a volunteer at the annual All American Sakura Festival  
1997: participated in the Sushi Exhibition at the Japanese Embassy in the US  
Since 2000 has been a contest director of the annual All America Sushi Skill contest  
2001: Involved with Sakura Festival, Germany (organised for the completion of the Japanese consulate in Berlin)  
April 2002: Charity sushi event in aid of 9/11 disaster  
October 2002: Charity Sushi Event for Czech Republic flood disaster held at the Japanese Embassy.

#### **Takashi Yasuda, chef at Kintaro Sushi in Tokyo s Ueno district**

Yasuda is renowned for his innovation in sushi design, producing dishes resembling anything from panda to ornate flowers with ease, which delight children in particular  
Kintaro Sushi is a famous sushi restaurant best known for its Traditional Edo-Saiku Sushi skill: many of its chefs have won the Sushi Skill Contest

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## Schedule

|  |            |  |            |
|--|------------|--|------------|
| <b>Introduction</b>                      | 10 minutes | <b>Tasting session!</b>                  | 20 minutes |
| <b>Demonstration of decorative sushi</b> | 30 minutes | <b>A chance to enter the competition</b> |            |
| <b>Have a go at making sushi</b>         | 20 minutes | <b>- draw your own sushi recipe.</b>     |            |

\* Schedule timing is subject to alteration

## Main Event

**Tuesday April 8th 2003** at **Matsuri High Holborn** **6.00 - 9.00pm**  
71 High Holborn, London WC1V 6 EA Tel: 020 7430 1970

The sushi designs of 10 adult and 10 children finalists will be prepared by the chefs and considered by a panel of judges. The grand prize is a pair of return tickets to Japan courtesy of All Nippon Airways.

## Supporters

The Embassy of Japan, Japan National Tourist Organisation (JNTO) and Japan External Trade Organization (JETRO London)

## Main Sponsors

Kikkoman / Kikkoman Trading Europe GmbH  
Matsuri High Holborn and St.James's / Matsuri Restaurant Group  
ASAHI / Asahi Beer Europe Ltd.  
ANA / All Nippon Airways Co., Ltd.  
Kewpie Mayonnaise (K&O International Ltd.)

## Other Sponsors

Community Foods Ltd.(Sanchi), Feng Sushi, Japan Centre Group Ltd., Moshi Moshi Sushi, Nakano Europe Ltd. (Mitsukan), Tomen Foods UK Ltd., Yakult UK Ltd., Yamamotoyama

Press members welcome to attend; please contact the organisers for more information or press kit.  
Competition closing date: February 28th 2003.  
For mini-event attendees only: March 10th 2003.

For further information and enquiries:

**The Original Sushi Competition Committee**  
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